

Message Text

UNCLASSIFIED

PAGE 01 JOHANN 00890 241153Z

43

ACTION AF-06

INFO OCT-01 ISO-00 EB-07 /014 W
----- 024082

R 240918Z JUN 75

FM AMCONSUL JOHANNESBURG

TO SECSTATE WASHDC 3971

INFO USDOC WASHDC

AMEMBASSY PRETORIA

AMCONSUL CAPE TOWN

AMCONSUL DURBAN

UNCLAS JOHANNESBURG 890

E.O. 11652: NA

TAGS: BEXP, SF

SUBJECT: MARKET RESEARCH FIRMS IN SOUTH AFRICA

REF: (A) STATE 59820 (B) JOHANNESBURG 731 (C) JOHANNESBURG 766

1. CONSUMER RESEARCH SERVICES (PTY) LTD. PROVIDES A FULL RANGE OF MARKET RESEARCH SERVICES ON A NATIONAL SCALE. AMONG THE TYPES OF SERVICES ARE BASIC HABITS SURVEYS, BASIC ATTITUDINAL STUDIES, PRODUCT CONCEPT TESTS, PRODUCT DEVELOPMENT TESTS, ADVERTISING RESEARCH

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INQUIRIES, MEDIA AUDIENCE RESEARCH, BROAD BAROMETER RESEARCH, DISCTRIBUTION CHECKS INDUSTRIAL MARKET RESEARCH, CONTINUOUS PANEL RESEARCH, AND SUPERMARKET DISTRIBUTION CHECKS.

2. CRS HAS OFFICES IN JOHANNESBURG AND CAPE TOWN WITH HEAD OFFICES IN BURLINGTON HOUSE, FIELD STREET, DURBAN, AND IS A MEMBER OF RESEARCH INTERNATIONAL. CRS WAS FORMED IN 1966 FROM THE ORIGINAL MARKET RESEARCH DEPARTMENT OF LEVER BROTHERS AND CONTINUES TO WORK CLOSELY WITH THE UNILEVER GROUP OF COMPANIES IN SOUTHERN AFRICA YET OPERATES INDEPENDENTLY, INCLUDIG UNDERTAKING MARKET RESEARCH FOR NON-UNILEVER COMPANIES.

3. FOREGOING INFORMATION SHOULD BE ADDED TO LISTS TRANSMITTED IN REFS B AND C.

GUTHRIE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
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Draft Date: 24 JUN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: n/a
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Handling Restrictions: n/a
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